

Columbia Pictures
Presents

3 ON A COUCH

(A JERRY LEWIS PRODUCTION)

What a Lover! What a Line! What a Romeo! What a Riot!!

Columbia Pictures
Presents

**JERRY
LEWIS**

**JANET
LEIGH**

Now he's
the world's
greatest lover
with 4 gorgeous
gals, 4 voices,
4 disguises!



co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor

And Introducing

Screenplay by

Based on a story by Arne Sultan and Marvin Worth · Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis · COLUMBIACOLOR

Ad No. 403—752 Lines—4 Cols. x 11 5/8 Inches

COLUMBIA PRESSBOOK

WHEN JERRY TAKES
OVER AS "THE KING"
OF THE GREAT LOVERS-

PANDEMONIUM
REIGNS!

He's a one-woman man
doing a three-woman
job...it ain't
easy-
but it's
fun!



co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor · Based on a story by Arne Sultan and Marvin Worth

Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis · COLUMBIACOLOR

And Introducing

Screenplay by

(A JERRY LEWIS PRODUCTION)

Ad No. 502—700 Lines—5 Cols. x 10 Inches

What a Lover! What a Line! What a Romeo! What a Riot!!

Columbia Pictures Presents

**JERRY
LEWIS**

**JANET
LEIGH**

The world's
greatest lover
with 4 gorgeous
gals, 4 voices,
4 disguises!



(A JERRY LEWIS PRODUCTION)

co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor

And Introducing

Screenplay by

Based on a story by Arne Sultan and Marvin Worth · Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis

COLUMBIACOLOR

Ad No. 402—548 Lines—4 Cols. x 9¾ Inches



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3 ON A COUCH

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Screenplay by Bob Ross and Samuel A. Taylor · Based on a story by Arne Sultan and Marvin Worth
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Ad No. 205—100 Lines—2 Cols. x 3½ Inches



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Columbia Pictures Presents

JERRY LEWIS

JANET LEIGH

it isn't easy playing Threezy!
Poor Warren-Rutherford-Ringo -
He's three side-splitting
heroes sandwiched-in
among as many
dames!

3 ON A COUCH

(A JERRY LEWIS PRODUCTION)

co-starring Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · And Introducing Screenplay by Bob Ross and Samuel A. Taylor

Based on a story by Arne Sultan and Marvin Worth · Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis

COLUMBIACOLOR

Ad No. 405—480 Lines—4 Cols. x 8½ Inches

Columbia Pictures Presents

JERRY LEWIS

JANET LEIGH

3 ON A COUCH

(A JERRY LEWIS PRODUCTION)

co-starring Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · And Introducing Screenplay by Bob Ross and Samuel A. Taylor · Based on a story by Arne Sultan and Marvin Worth

Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis

COLUMBIACOLOR

What a LOVER!!
What a LINE!!
What a ROMEO!!
What a RIOT!!!

Ad No. 201—148 Lines—2 Cols. x 5¼ Inches

What a ROMEO!!
What a RIOT!!!

Columbia Pictures Presents

JERRY LEWIS

JANET LEIGH

3 ON A COUCH

(A JERRY LEWIS PRODUCTION)

COLUMBIACOLOR

Ad No. 202—56 Lines—2 Cols. x 2 Inches

Playing Threezy
Isn't Easy...
But It's FUN!!!

Columbia Pictures Presents

JERRY LEWIS

JANET LEIGH

3 ON A COUCH

(A JERRY LEWIS PRODUCTION)

COLUMBIACOLOR

Ad No. 203—28 Lines—2 Cols. x 1 Inch

TRIPLE-THREAT HERO!

THREE-IN-ONE LOVER!

He's got three love - starved
lulus to handle,
and it's killing
his own love life!



co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor · Arne Sultan and Marvin Worth · Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis

COLUMBIACOLOR

Ad No. 501—600 Lines—5 Cols. x 8½ Inches

Triple-Threat Hero!
Three-In-One Lover!



Columbia Pictures
Presents

**JERRY
LEWIS**

**JANET
LEIGH**

**3 ON A
COUCH**
(A JERRY LEWIS PRODUCTION)

co-starring Mary Ann Mobley · Gila Golan
Leslie Parrish And Introducing James Best
Screenplay by Bob Ross and Samuel A. Taylor
Based on a story by Arne Sultan and Marvin Worth
Music Composed and Conducted by Louis Brown
Produced and Directed by Jerry Lewis
COLUMBIACOLOR

Ad No. 102—76 Lines
1 Col. x 5⅜ Inches

Ad No. 302—285 Lines
(including imprint space)
3 Cols. x 6¾ Inches

Columbia Pictures Presents

**JERRY
LEWIS**

**JANET
LEIGH**

it isn't easy playing Threezy!
Poor Warren-Rutherford-Ringo -
He's three side-splitting
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**3 ON A
COUCH**
(A JERRY LEWIS PRODUCTION)

co-starring Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor
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COLUMBIACOLOR

WHEN JERRY TAKES
OVER AS "THE KING"
OF THE GREAT LOVERS-

PANDEMONIUM
REIGNS!

He's a one-woman man
doing a three-woman
job...it ain't
easy-
but it's
fun!



Ad No. 404—448 Lines
4 Cols. x 8 Inches

co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor · Based on a story by Arne Sultan and Marvin Worth
Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis · COLUMBIACOLOR

And Introducing

Screenplay by

Columbia Pictures
Presents

JERRY LEWIS
JANET LEIGH

3 ON A COUCH
(A JERRY LEWIS PRODUCTION)

TRIPLE-THREAT HERO!.....
THREE-IN-ONE LOVER!.....

He's got three love - starved
lulus to handle,
and it's killing
his own love life!



Ad No. 401—380 Lines
(including imprint space)
4 Cols. x 6¾ Inches

Columbia
Pictures
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JERRY LEWIS
JANET LEIGH

3 ON A COUCH
(A JERRY LEWIS PRODUCTION)

co-starring

Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor · Arne Sultan and Marvin Worth · Based on a story by
COLUMBIACOLOR

And Introducing

Screenplay by

Based on a story by

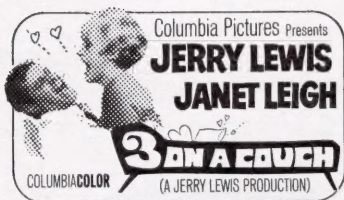
Music Composed

and Conducted

by Louis Brown

Produced and

Directed by Jerry Lewis



Ad No. 101—14 Lines
1 Col. x 1 Inch

What a **LOVER!**
What a **LINE!**
What a **ROMEO!**
What a **RIOT!!!**



Columbia Pictures Presents
JERRY LEWIS
JANET LEIGH
3 ON A COUCH
(A JERRY LEWIS PRODUCTION)
co-starring Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best
And Introducing Screenplay by Bob Ross and Samuel A. Taylor
Based on a story by Arne Sultan and Marvin Worth
Music Composed and Conducted by Louis Brown
Produced and Directed by Jerry Lewis
COLUMBIACOLOR

Ad No. 103—149 Lines
1 Col. x 10 5/8 Inches

Utility Mat No. 1

- Ad No. 101
- Ad No. 201
- Ad No. 202
- Ad No. 203
- Ad No. 205
- Publicity Mat 1-A
- Publicity Mat 2-A

What a **LOVER!** What a **LINE!** What a **ROMEO!** What a **RIOT!!**

Columbia Pictures Presents
JERRY LEWIS
JANET LEIGH

The world's greatest lover with 4 gorgeous gals, 4 voices, 4 disguises!

3 ON A COUCH
(A JERRY LEWIS PRODUCTION)

co-starring Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best · Bob Ross and Samuel A. Taylor
And Introducing Screenplay by
Based on a story by Arne Sultan and Marvin Worth · Music Composed and Conducted by Louis Brown · Produced and Directed by Jerry Lewis
COLUMBIACOLOR

Ad No. 301—309 Lines—3 Cols. x 7 1/4 Inches

THREE-IN-ONE **LOVER!!**

TRIPLE-THREAT **HERO!!!**

Columbia Pictures Presents
JERRY LEWIS
JANET LEIGH
3 ON A COUCH
(A JERRY LEWIS PRODUCTION)

co-starring Mary Ann Mobley · Gila Golan · Leslie Parrish · James Best
And Introducing Screenplay by Bob Ross and Samuel A. Taylor
Based on a story by Arne Sultan and Marvin Worth · Music Composed and Conducted by Louis Brown
Produced and Directed by Jerry Lewis
COLUMBIACOLOR

Ad No. 204—192 Lines—2 Cols. x 6 7/8 Inches

Jerry Lewis Sells 'Three On a Couch' Via a Networks Television Barrage!

Don't overlook the boxoffice potential to be found in latching on to Jerry Lewis' own television appearances, in which "Three On a Couch" comes in for heavy in-person "sell" — on the major networks, of course!

'TONIGHT' SHOW

- In May, Jerry Lewis spent a week as "guest host" on NBC-TV's "Tonight" show, affording a prominent showcase to "Three On a Couch" each night of his engagement there via the various star and other personalities involved in the comedy, film clips, a special behind-the-scenes featurette, etc.
- On one of the "Tonight" show nights, Jerry sprang a spectacular television "first" by inviting the entire studio audience to a sneak preview of "Three On a Couch" immediately following the conclusion of the show. Under the eyes of the television cameras, Jerry led the audience out of the studio to busses awaiting them on the street below!

ED SULLIVAN

- In June, Jerry was scheduled to appear on the Ed Sullivan Show, CBS-TV, and he also has arranged to make live or taped appearances on a number of network television shows.

OTHER TV ACTIVITY

- Jerry also was scheduled to appear on the "Today" show, NBC-TV in July, and on the Mike Douglas show, and there will be other television appearances in the course of his nationwide tour in behalf of the picture. In addition to watching for Jerry Lewis' live or taped appearances, showmen should keep alert to television re-runs of his earlier screen hits!

All this adds up to plenty of television attention to "Three On a Couch, and to producer-director-star Jerry Lewis! Let the television audiences in your area know you have the picture, via extensive use of the "Three On a Couch" television material available to you, and described elsewhere in this pressbook!

Couch Promotion

The couch referred to in "Three On a Couch" is the type generally used by psychiatrists, but you can tie-in with local furniture dealers carrying other types of couches or sofas, such as those convertible into beds. Try these:

- All furniture stores should feature window displays of couches, at special sale prices in honor of "Three On a Couch."
- Stores specializing in convertibles can show one with three female manikins in it with copy: "Three On a Couch? It's Easy With Cosmo's Convertible! See 'Three On a Couch' etc."
- If an old couch is available, borrow it for a street bally. With three attractive girls seated on, it might be pushed through town by college boys. Picture credits on banners.

Arrange with local furniture company to move an eye-arresting couch into your advance lobby; set it in a roped-off section with a baby spot shining down on it . . . and on the credit card it carries: "This Couch Reserved for Jerry Lewis and 'Three On a Couch'." Behind or beside the couch might be a display of stills or poster art from the picture, plus playdate credits.



the private world of Jerry Lewis

Jerry Lewis

Millions of Jerry Lewis' fans, will welcome contests or stunts based on the comedian's film career. Here are a few ideas:

- Have a deejay sponsor a contest of offering guest tickets to listeners sending in the greatest number of Lewis' earlier film titles on postcards.
- Anyone named Jerry Lewis living in town? Invite him, or them, as the star's guests and arrange interviews on their experiences as the result of having the same name.
- Audition, on theatre stage, youngsters who can imitate Lewis, with promoted prizes for the top performers.
- If one of your staff can give a fair imitation of Jerry Lewis' voice, have him make phone calls plugging the star and his latest film at your theatre.

Travel Tie-Ups

"Three On a Couch" has Jerry Lewis and Janet Leigh planning a honeymoon in Paris, to which they will travel from Los Angeles via a President Line ship. Tie-up possibilities include the steamship line, of course; travel agencies, travel and cruise clothing, luggage, etc. All this, and Paris, too!

Royalweve Carpet

The Royalweve Carpet Company, one of the country's largest manufacturers of luxury carpeting, featured Jerry Lewis and his wife Patti posed with their product, in full-page, full-color advertisements in the April and September issues of both 'House Beautiful' and 'Better Homes and Gardens'. The ads in the two publications include credits for "Three On a Couch." Check your local stores for those selling Royalweve and arrange special window and in-store displays of the carpet featuring the advertisements plus stills and picture credit placard.

Karate!

Jerry Lewis becomes hilariously involved with Karate expert Mary Ann Mobley in "Three On a Couch," in sequences which can cue local stunts promoting this art of self-defense. Through local directory, sports editors and physical ed. teachers, locate Karate Schools, clubs and experts in your area. Work with them on such programs as demonstrations of Karate at the theatre and on television, interviews, newspaper co-op ad campaigns, etc. Arrange for a Karate costume to be placed on display in lobby, along with such "Karate" stills from the picture as Still Nos. R1394, R1396, R1402, and R1407.

'Three' Stunts

The "three" of the title might be utilized in several ways to publicize the film and your playdate. Here are a few suggestions:

- Guest tickets to listeners sending postcards to deejays with the greatest number "three" in them.
- Special rate ticket for the first ten or more groups of three, opening day.
- Guest tickets to store customers purchasing three articles in three departments. Ad copy can read: "Good Things Come in Threes, Like 'Three On a Couch,' etc." or: "The Big 'Three!' etc."
- Tie-in with newspaper ad department for contest offering guest tickets to readers circling the most "threes" in classified ad columns.
- Have a carnival wheel with only one number "3" on it at the theatre entrance and offer patrons free spins. Those stopping the wheel on "3" to win guest admissions to your next show.
- As a teaser, stencil the number "3" on sidewalks around town.
- Many stores can offer three items instead of the usual number. Ice cream cones might have three scoops instead of two; automobile stores, three tires for a special price to those who purchase two; even three theatre tickets for the price of two, etc.
- Triplets in town guest-admitted to a show.

Open End Interviews for Radio!

JERRY LEWIS

JANET LEIGH

MARY ANN MOBLEY

GILA GOLAN

LESLIE PARRISH

All available on a single disc, with mimeographed script for local commentator to use! Order direct from your Columbia Exchange!

16mm Television Featurette IN BLACK-WHITE! COLOR!

It's called "Man in Motion," and it's all about Jerry Lewis in action — as star of "Three On a Couch" . . . as director . . . as producer . . . as Hollywood citizen . . . as a husband and father! Order from:

Exploitation Department, Columbia Pictures Corp.

711 5th Ave., New York, N. Y. 10022

Telephone Tie-Up

Jerry Lewis has special telephones installed in his home, private lines to each of the lovely ladies he romances in the picture. Contact your local phone company and work out a series of mutually-beneficial promotions at the theatre, in cooperating stores, etc.

- Go after a display of the latest model telephones for an exhibit at the theatre and neighboring stores and include stills from the picture.
- Use one of the stills showing Lewis using one of the phones, (R638) for a mailer the phone company can insert in their bills.
- Promote a free long distance call as a prize in a radio contest.
- With your theatre phone display, list ten or more local telephone numbers. A patron identifying a "lucky" phone number receives guest admissions. Change the "lucky" phone numbers every other day.
- Another stunt could have young men depositing the telephone numbers of their girl friends in a lobby box for a "lucky draw" contest. The girls called by the theatre win admission, when accompanied by their boy friends.

Promote J. L.

Through coincidence, the first and last initials in the names of Jerry Lewis and Janet Leigh are the same. Have a cooperative deejay use this fact as the basis of a contest, his listeners to send in postcards with the names of other movie stars, or famous people, having the initials J. L. This would include names like: Jack Lemmon, Julie London, Joe Louis, Jack London, etc. Prizes to be awarded to those sending in the most names.

Love Stories

A sweat-suited Mary Ann Mobley first meets Jerry Lewis, in the film, while she is practicing heel-and-toe walking in the park; Gila Golan meets him when he visits the perfume counter where she is a salesgirl; Leslie Parrish meets him through his "sister," via an almost-formal introduction. Point is, the way girl meets boy can provide you with an interesting contest. Letters might be written on a postcard, and guest ticket prizes awarded for the most interesting, most unusual, most humorous. If contest is sponsored by a newspaper, then prize-winning letters are printed daily, of course; if by a broadcast personality, then the letters are read over the air.

Magazine Advertising

"Three On a Couch" is being advertised by Columbia in the June issue of Seventeen Magazine and the July issues of Photoplay-Motion picture, and Modern Screen-Screen Stories. Work with distributors on newsstand tack cards, truckside posters, etc.

Street Bally

Send a trio of attractive girls around town, costumed and equipped as shown here on Still No. 182. Girls not only parade main business and shopping streets, with appropriate signs on their backs, but visit newspaper, radio and television VIP's, make personal appearances on stage, and pose on a couch in a furniture store window. They're the "Three On a Couch" of the title: Leslie Parrish as the Southern girl who specializes in bugs and beetles; Mary Ann Mobley as the health-and-exercise addict; and Gila Golan as the Wild West aficionado.



Records

There are a number of Jerry Lewis albums on the market, and some of his discs have been at the very top of the best-seller lists when they first were issued. Work with music stores on displays of Jerry Lewis records now in stock. Also, go after disc jockeys for "Jerry Lewis" programs — using Lewis recordings in their station libraries — with plugs for "Three On a Couch."

Contest for Artists

Announce a "Three On a Couch" drawing or painting competition for local artists, amateur and professional, keyed to the fact that, in the film, Jerry Lewis plays a commercial artist who has won first prize in an international art contest sponsored by the French government. Plant posters and/or color stills from the picture in the windows of cooperating stores and invite contestants to set up their easels in front of the shops, to copy off the art work. Merchandise prizes, promoted from the cooperating stores, should be given for the drawings or paintings which most closely resemble the still or poster. Submitted entries are posted in lobby of theatre, and audiences might be involved in voting the prizes, and winning artists are interviewed by sponsoring newspaper or television program, which also shows the winning entries.

Man-Haters!

"Three On a Couch" is concerned with Jerry Lewis' effort to help his fiancée, Janet Leigh as a psychiatrist, resolve the romantic problems of three lovely girls who have become man-haters. This suggests a number of ideas that may be developed locally, such as the following:

- Through a small newspaper ad and a lobby poster, form a local "We Hate Men!" club of girls who have been disappointed in love. They can organize by depositing names and addresses in a box at the theatre and meet at a neighboring restaurant for a promoted meal.
- Have some of the girls interviewed on radio and television, giving their reasons for disliking men.
- Arrange a debate between a woman-hater and club member, arguing the shortcomings of their opposites.
- If feasible, have one or more of the girls walk through town carrying a placard: "We Hate Men! Why? See 'Three On a Couch' State Theatre, etc."

Use Beauty Contest To Find Three for 'On a Couch'!

Mary Ann Mobley, Gila Golan and Leslie Parrish, who are the "Three On a Couch" of the film, are three of filmdom's loveliest young women. Miss Mobley is a former Miss America. Miss Golan is a former Miss Israel and runner-up for the Miss World title. Miss Parrish was chosen as NBC's "color television" girl, out of hundreds tested for the assignment, that of showing the wonders of color television.

A beauty contest is in order.

Find three local beauties who can be used to promote advance interest in the picture, via such a beauty contest, and who also can be used for newspaper, radio and television interviews about the film. Use the winners as models in fashion shows, worked in conjunction with leading department store; as guests on various shows, for visits to VIP's, etc.



(Mat 2B; Still No. 14) Jerry Lewis, left, and Janet Leigh have a lovers' quarrel in "Three On a Couch," with James Best as the not-so-innocent bystander. Also starred in the Jerry Lewis production, a Columbia Pictures release in color, are Mary Ann Mobley, Gila Golan and Leslie Parrish. Jerry Lewis produced and directed the comedy, whose story line requires him to make love to three different girls in order to speed his own wedding, to a fourth.

Janet Leigh

One of the most versatile actresses on the screen today, Janet Leigh can move with graceful aplomb from broad comedy to heavy drama, from adventure spectacle to sophisticated romance. Currently, at the Theatre, she plays a beautiful, intelligent and sexy lady psychiatrist in "Three On a Couch," Columbia Pictures release with Jerry Lewis starred in Columbia-color. Jerry also produced and directed the hectic new comedy, in which he plays Miss Leigh's fiancée, an artist who can't get married until she cures three attractive young women of their man-hating phobias. In a variety of roles, Jerry persuades the girls to fall in love with him.

Miss Leigh not only is one of the screen's finer performers; she also is one of Hollywood's point-with-pride-at stars. She is a member of the Peace Corps' National Advisory Council, appointed by President Johnson, and is a Commissioner on the State of California Recreation Commission, having been named to the post by Governor Brown.

In addition to a dozen or so entertainment, civic and charity awards, Miss Leigh last year was honored by the world renowned

City of Hope and again, in New York, for her work in the field of Mental Health

She was born and educated in California and at the College of the Pacific. As a music major, she sang in various college groups, and on one occasion performed for the inmates of the state mental hospital. She has subsequently devoted much time to mental health and musical therapy. Always intensely active in social and welfare projects, she is one of the organizing members of Hollywood's famous Share, Inc., to benefit handicapped and mentally retarded children. She has toured South America on behalf of the State Department and the United States Information Agency, spending a great deal of time with the less fortunate children of Brazil and Argentina.

"Three On a Couch" co-stars Mary Ann Mobley, Gila Golan and Leslie Parrish as Miss Leigh's lovely patients, and introduces James Best as another doctor. The screenplay by Bob Ross and Samuel A. Taylor is based on a story by Arne Sultan and Marvin Worth. Louis Brown composed and conducted the music.

James Best

James Best, whose acting career began immediately after World War II, when he toured Europe for a year and a half with a company doing "My Sister Eileen," now is "introduced" to motion picture audiences in "Three On a Couch," starring Jerry Lewis and Janet at the Theatre in Columbia-color. Reason for the "introduction," after almost 50 other pictures and more than 200 television shows, is a personal one: Best was about to give up acting altogether when his "Three On a Couch" role came along. He feels he is starting a new career.

Best plays a young doctor, Jerry Lewis' friend and adviser in a peculiar romantic situation, in "Three On a Couch." It marks his first comedy role, and both he and Lewis are convinced there

will be many more of them.

In the new Columbia Pictures release, Jerry Lewis appears as an artist affianced to Miss Leigh, a psychiatrist who refuses to marry him until she can cure three young women patients of their man-hating. To speed the wedding day, Jerry goes in for some amateur psychiatrics with Best's help; he romances each of the girls until she falls in love with him. All three—Mary Ann Mobley, Gila Golan and Leslie Parrish—confide in Miss Leigh who looks forward to meeting their several paragons.

Best had seriously considered giving up an acting career and Hollywood to accept an offer to direct the Delray Beach Playhouse at Delray Beach, Florida, where he and his wife, Jo Bee, also planned to open a counter-part to their acting and dance studios currently located in California. However, Jerry Lewis, having directed Best in a "Ben Casey" TV show last year, was so impressed with Best's ability that he signed the actor for the latter's first motion picture comedy role, and the "break" changed Best's mind about moving to Florida.

By his own count, the actor has appeared in more than 200 TV shows and has had roles in 47 motion pictures. In addition to acting, Best is an expert guitarist and a successful song writer. His chief hobby is the art of karate and he is the holder of the black belt.

General Advance

Jerry Lewis produced, directed and stars in his 34th motion picture comedy, "Three On a Couch," coming to the Theatre with Janet Leigh co-starred in Columbia-color. According to advance report, "Three On a Couch" is Lewis' most important comedy to date, a film that packs a pleasurable amount of sophisticated comedy as well as the more familiar laughter-evoking madness that has been a Jerry Lewis hallmark for years.

Also participating in the delightful nonsense that is "Three On a Couch" are Mary Ann Mobley, former Miss America; Gila Golan, former Miss Israel and a runner-up for the Miss World title; and Leslie Parrish, NBC's former "color television girl" who first attracted Hollywood attention when she was used by that network to personify the wonders of color TV. James Best, making his comedy bow, is another co-star who looms large in the frenetic activity of "Three On a Couch."

The Columbia Pictures release, a Jerry Lewis production, presents the star as an artist affianced to Miss Leigh, a psychiatrist. When one of his paintings wins a prize, a trip to Paris for two, it seems to Jerry an ideal time for a wedding and a honeymoon. But Janet has three young women patients who are man-haters, and she wants to cure them of their neuroses before she weds Jerry. To speed his own romance, therefore, the comedian undertakes simultaneously to attract each of the girls. He uses different names, different characters, and of course, he succeeds only too well. The girls fall in love with him, thus getting rid of their complexes, and now he has a problem of getting rid of them! Janet has invited them all to a "bon voyage" party!

Bob Ross and Samuel A. Taylor penned the screenplay for "Three On a Couch," based on a story by Arne Sultan and Marvin Worth. The music for the film was composed and conducted by Louis Brown.



(Mat 1A; Still No. 19) Jerry Lewis and Janet Leigh are a romantic twosome in "Three On a Couch," new Columbia Pictures release in color. Also starred in the Jerry Lewis production are Mary Ann Mobley, Gila Golan, Leslie Parrish and James Best making his screen bow in a comedy role.



(Mat 1B; Still No. 7) As a bugs-and-beetles nut, Jerry Lewis attracts the attention of Leslie Parrish, in "Three On a Couch." A Columbia Pictures release in color. The Jerry Lewis production also stars Janet Leigh, Mary Ann Mobley, Gila Golan and James Best in his first screen comedy role.

THE CAST

Jerry Lewis as Christopher Pride
and Warren
and Ringo
and Rutherford
and Heather
Janet Leigh as Dr. Elizabeth Accord
James Best as Dr. Ben Mizer

Mary Ann Mobley as Susan Manning
Gila Golan as Anna Jacque
Leslie Parrish as Mary Lou Mauve
Kathleen Freeman as Murphy
Buddy Lester as The Drunk
Renzo Cesana as The Ambassador
Fritz Feld as The Attache

OFFICIAL BILLING

COLUMBIA PICTURES	25%
Presents	
JERRY LEWIS	100%
JANET LEIGH	100%
in	
THREE ON A COUCH	100%
(A JERRY LEWIS Production)	25%
co-starring	
MARY ANN MOBLEY	50%
GILA GOLAN	50%
LESLIE PARRISH	50%
And Introducing JAMES BEST	50%
Screenplay by BOB ROSS	25%
SAMUEL A. TAYLOR	25%
Based on a story by ARNE SULTAN and MARVIN WORTH	25%
Music Composed and Conducted by LOUIS BROWN	15%
Produced and Directed by JERRY LEWIS	25%
COLUMBIACOLOR	25%

Jerry Lewis

Currently, at the Theatre, Jerry Lewis is starred in the new comedy "Three On a Couch." He also directed and produced the film, a Columbia Pictures release in color, as he has produced, directed and starred in other triumphant films. Jerry Lewis also has starred on television, in night clubs, on radio and as a recording artist.

He is emphatically convinced that there is a great deal more he wants to do in the entertainment field.

"I don't necessarily mean in acting," Lewis said, "Though I suppose there are roles I'd like to play that I've never played before."

What he was referring to, he explained, is an escalation, for instance, in his career as a director. Recently critics in France and England have declared him a near-genius directorially.

"That's a pretty opulent observation," Lewis commented, "but I do find directing a magnificent challenge. I like it. I intend to do more of it." He's directed eight of his own motion pictures already. In "Three On a Couch," his ninth directorial effort, he plays an artist affianced to co-star Janet Leigh. Miss Leigh is a psychiatrist who wants their wedding postponed until she can cure three attractive young women of their man-hating neuroses. Jerry, to speed up his own romance, dons a number of names and disguises and makes love to the girls—Mary Ann Mobley, Gila Golan and Leslie Parrish—until they find themselves cured. It's an arduous example of amateur psychiatrics, helped along by James Best, playing a doctor and the artist's best friend, and it leads to a considerable number of hectic situations.

As a director, more than just the English and French critics have praised Jerry Lewis. Miss Leigh, for example, says he is one of the best.

"Three On a Couch" was produced and directed by Jerry Lewis from a screenplay by Bob Ross and Samuel A. Taylor, based on a story by Arne Sultan and Marvin Worth. James Best plays the young doctor who helps Jerry Lewis with his amateur psychiatrics, and Louis Brown composed and conducted the music for the comedy.

Leslie Parrish

One of filmdom's more talented young actresses, Leslie Parrish is one of the trio in the title role of "Three On a Couch," starring Jerry Lewis and Janet Leigh at the Theatre in Columbia-color. Miss Parrish, beautiful and blonde, was the boy-chasing Daisy Mae in "Li'l Abner," and in the new Columbia Pictures comedy she also has a broad Southern accent but she most definitely is not boy-chasing.

In the comedy, Miss Parrish plays a young man-hater, one of three whom psychiatrist Janet Leigh is trying to cure. And Jerry Lewis, affianced to Miss Leigh, goes in for some amateur psychiatrics and some pretty involved romantics—with all three girls—in order to speed their cures so he can wed their doctor.

Co-starred with Miss Parrish are Mary Ann Mobley, the former Miss America, and Gila Golan, the former Miss Israel and runner-up to the Miss World title. Miss Parrish also had a title; she was the NBC "color girl" and her image was flashed on the TV screen to show viewers the wonders of color television. The chore led the girl to Hollywood.

Although she has appeared in 20 films prior to "Three On a Couch" and more than 40 television shows, Leslie Parrish still gives the impression, when she walks on a set, of first-time enthusiasm. She attends acting classes twice a week, a once-a-week ballet class, a special course on Shakespeare, and speech tutoring sessions.

Advance Notice

Jerry Lewis and Janet Leigh are starred in "Three On a Couch," new Columbia Pictures release in color opening at the Theatre. The comedy, a Jerry Lewis production, co-stars Mary Ann Mobley, Gila Golan and Leslie Parrish and introduces James Best. Bob Ross and Samuel A. Taylor penned the screenplay, from a story by Arne Sultan and Marvin Worth. Louis Brown composed and conducted the music.

Mary Ann Mobley

Not every Miss America winds up in Hollywood, and few indeed have ever "made it big." Mary Ann Mobley, Mississippi-born and beautiful, looks to be the exception. Miss Mobley currently is one of the "Three On a Couch," in the Jerry Lewis production for Columbia Pictures release at the Theatre.

"Three On a Couch" presents the former Miss America as a man-hater who indulges in judo and similar athletics, and Jerry as the fiance of the lady psychiatrist who refuses to marry him until she cures Mary Ann and two other man-hating young woman. Jerry Lewis, who also produced and directed the comedy, helps the good work along; in different disguises and under other names, he persuades all three patients to fall in love with him, just so they can pronounce themselves cured. Janet Leigh also stars as the psychiatrist and Gila Golan and Leslie Parrish are her other two patients.

Miss Mobley is a strikingly beautiful brunette with twinkling brown eyes and an impish smile who has appeared in a number of films, including "Get Yourself a College Girl," "Harum Scarum" and "Girl Happy." She recently substituted for the star team in TV's "The Man from U.N.C.L.E.," playing a feminine agent.

Following her year's reign as Miss America, a position which took her some 400,000 miles throughout the United States, Mexico, Canada and Europe, Miss Mobley moved to New York City where she used her \$10,000 prize scholarship to study acting, ballet and music.

"Three On a Couch" introduces James Best as a doctor who helps Jerry Lewis in his romantic psychiatrics with Miss Mobley and the others. The comedy is based on a story by Arne Sultan and Marvin Worth, with screenplay by Bob Ross and Samuel A. Taylor. Louis Brown composed and conducted the music.

Plays Five Roles

Jerry Lewis plays five different roles in his newest comedy, "Three On a Couch," at the Theatre in Columbiacolor. The Jerry Lewis production presents the star as an artist engaged to a psychiatrist, co-star Janet Leigh. Miss Leigh has three young patients, all of whom are man-haters and, to speed his own wedding day, Lewis romances all three until they are cured.

Thus, his roles in the Columbia Pictures release include that of artist; Ringo, King of the Cowboys, who appeals to co-star Gila Golan; Warren, a health nut, who attracts the attention of karate-loving Mary Ann Mobley; and Rutherford, whose studious absorption in bugs and beetles appeals to Southern belle Leslie Parrish. He also plays Heather, Rutherford's eccentric "sister."

"Three On a Couch" was produced and directed by Jerry Lewis from a screenplay by Bob Ross and Samuel A. Taylor, based on a story by Arne Sultan and Marvin Worth.

Three Beauties

The "Three On a Couch," in the Jerry Lewis comedy at the Theatre, are three of filmdom's most attractive young women. The Columbia Pictures release stars Jerry Lewis and Janet Leigh, herself a screen beauty of importance, but the title refers to a trio of prize lovelies. Mary Ann Mobley is a former Miss America. Gila Golan is a former Miss Israel. Leslie Parrish is NBC's vaunted "color girl," who was chosen by the network as an example of the wonders to be seen in color television.

The Jerry Lewis production is in Columbiacolor.



(Mat 1C; Still No. R1407) Jerry Lewis isn't so sure he wants to try making love to a girl expert at karate, even if she is Mary Ann Mobley. It's a scene from "Three On a Couch," new Columbia Pictures release, in color. The Jerry Lewis production also stars Janet Leigh, Gila Golan and Leslie Parrish and James Best in his first screen comedy role.



(Mat 1A; Still No. R538) That's Jerry Lewis posing as Ringo Raintree, King of the Cowboys, and the girl is Gila Golan. It's a scene from the new Columbia Pictures release, "Three On a Couch," also starring Janet Leigh, Mary Ann Mobley, Leslie Parrish and James Best in his first screen comedy role. "Three On a Couch" is in Columbiacolor.

Review

Jerry Lewis, whose entertainment potential is very high indeed, is primarily responsible for the sheer delightfulness of "Three On a Couch," the new comedy at the Theatre, in Columbiacolor. Jerry Lewis stars, and he also produced and directed the new Columbia Pictures comedy release.

Co-starred with Lewis are Janet Leigh, as a psychiatrist who is engaged to the comedian but will not marry him until she has cured three young women of their man-hating neuroses. The girls are Mary Ann Mobley, Gila Golan and Leslie Parrish, and Lewis—in order to hasten his own wedding — undertakes to make each of them fall in love with him. The complications pursuant to these romantic pursuits are frenetic indeed.

"Three On a Couch" is a Jerry Lewis production, with the star appearing successfully in five separate characterizations as he engages in his amateur psychiatrics with the help of a doctor-friend, James Best, who makes his screen bow in comedy to prove a brilliant foil to the brilliant Lewis.

In his "official" character in "Three On a Couch," Lewis plays an important artist, who has won a trip for two to Paris; automatically, this would involve a wedding and honeymoon, but Jerry's affianced is a dedicated doctor who refuses to leave her lovelies until they give up their man-hating. To speed the day, Jerry poses as a health-and-karate nut and ultimately wins the attention of Miss Mobley, who has sublimated herself by way of athletics. He pretends to be Ringo Raintree, King of the Cowboys, for Miss Golan, and a bugs-and-beetles enthusiast for Miss Parrish. He also pretends to be his own sister.

"Three On a Couch" is a constant, hilarious pleasure to watch, a comedy which moves with pleasurable ease from sophistication to confusion and back again.

Bob Ross and Samuel A. Taylor penned the screenplay for the Jerry Lewis production, based on a story by Arne Sultan and Marvin Worth. The music was composed and conducted by Louis Brown.

THE CREDITS

Produced and directed by Jerry Lewis; Screenplay by Bob Ross and Samuel A. Taylor; Based on a story by Arne Sultan and Marvin Worth; Music Composed and Conducted by Louis Brown; Danny Costello sings: "A Now And A Later Love"; Art Director, Leo K. Kuter; Set Decorator, Howard Bristol; Make-up Supervision, Ben Lane, S.M.A.; Make-up, Jack Stone; Hair Styles by Virginia Jones, C.H.S.; Hairdresser, Joyce Morrison; Costumes Designed by Moss Mabry; Mens Wardrobe, Sy Devore—Nat Wise; Added Photography, Robert J. Bronner, A.S.C.; Unit Production Manager, Howard Pine; Camera Operator, Dick Johnson; Assistant Director, Rusty Meek; Second Assistant, Hal Bell; Script Supervisor, Richard Chaffee; Sound Supervisor, Charles J. Rice; Sound, Walter Goss; Audio Visual, Jim Wright; Dialogue Coach, Eddie Reider; Director of Photography, W. Wallace Kelley, A.S.C.; Edited by Russel Wiles; Assistant Editor, Joe Luciano; Associate Producer, Joe E. Stabile.

A Jerry Lewis Production. Color by Pathe.
A Columbia Pictures Release.

THE STORY

(Not for Publication) An artist, Christopher Pride plans a Paris honeymoon with his fiance, Elizabeth, a psychiatrist who insists her patients need her.

The patients all are man-haters because of unhappy love affairs: Mary Lou Mauve is a Southern belle now immersed on zoological studies; Anna Jacque has become infatuated with the Old West; Susan Manning has turned to athletics.

With the help of his friend, Dr. Ben Mizer, Chris undertakes to cure all three girls by making love to them so Elizabeth can be free to wed him. He races from one affair to another.

As Rutherford, a bugs-and-beetles addict, Chris attracts Mary Lou. As Raintree Ringo, King of the Cowboys, he appeals to Anna Jacque. As Warren, a health nut, he practices karate and judo for Susan.

Chris manages to keep the three girls apart, and to keep Elizabeth happy. When the girls confide in their psychiatrist that they each have met and fallen in love with a new man, Elizabeth happily prepares to leave with Chris for France. She invites her now-cured patients to the sailing.

Chris is unable to avoid the meeting with his three "girl friends," in Elizabeth's irate presence.

Running Time: ?? Minutes



(Mat 2A; Still No. R647) Jerry Lewis and Janet Leigh here are a romantic two on a couch in the new Columbia Pictures release, "Three On a Couch." The Jerry Lewis production in color presents Lewis as an artist and Miss Leigh as his fiancee, a psychiatrist who refuses to wed him until she cures three patients—co-stars Mary Ann Mobley, Gila Golan and Leslie Parrish—of their man-hating complexes. To speed his own wedding, Jerry makes love to all three girls. James Best also co-stars, in his first comedy role.

The Big 'Three'

A "Jerry Lewis picture" is, in the usual Hollywood parlance, "big." It is big because no Jerry Lewis picture has ever grossed less than \$5,000,000 and because the star himself is achieving increasing international importance as a creative movie-maker. In England and France, for example, Jerry Lewis is not regarded as just another comic or a clown; he is highly-regarded as one of the ablest men in the business—as an actor, as a producer, director, writer, singer, dancer — by the critics.

Currently, at the Theatre, Jerry Lewis brings his many talents to "Three On a Couch," also starring Janet Leigh in Columbiacolor. "Three On a Couch," which Lewis produced and directed, is a Columbia Pictures release, and it is a "big" production, in greater meaning of the word than the anticipated audience response.

"Three On a Couch" has what generally are considered "production values." These include not only the stars, but their co-stars—Mary Ann Mobley, former Miss America; Gila Golan, former Miss Israel and runner-up for the Miss World Title; Leslie Parrish, former NBC "color tele-

vision" girl; James Best, making his bow in comedy. There are an impressive number of extras and atmosphere people in certain scenes, beautiful wardrobes for the actresses, lush sets, etc.

There are an unusual number of locations for a Lewis film. Shooting was done in Arcadia near the Santa Anita race track, at a giant shopping center complex in West Los Angeles, at a rodeo arena, and on the San Francisco waterfront.

Producer-director Lewis required four sound stages on the Columbia lot, including the two newest stages in Hollywood — Nos. 15 and 16, whose use he initiated with his production.

The San Francisco location involved use of one of the famed President Lines' largest ship and filming at the shopping center necessitated roping off an entire city block. An entire floor of medical offices was built on stage 15 for the "going away" party scene, while three apartments were constructed on the huge stage 16.

"Three On a Couch" was filmed from a screenplay by Bob Ross and Samuel A. Taylor, based on a story by Arne Sultan and Marvin Worth.

Gila Golan

Gila Golan probably will never know her real name, who she is, where she was born, or when. The only name to which she can show true title is that of Miss Israel, which she won the same year she was named runner-up for the title of Miss World.

Currently, however, Gila is co-starring in the Jerry Lewis comedy, "Three On a Couch," the Columbia Pictures release at the Theatre, and she has appeared in Stanley Kramer's "Ship of Fools" and in "Our Man Flint." In "Three On a Couch," Miss Golan is seen as a young man-hater, a patient of psychiatrist Janet Leigh. Jerry Lewis plays Miss Leigh's fiance, who romances Gila in order to speed the curing process so he can wed Miss Leigh; he also tries to attract two other patients similarly afflicted, Mary Ann Mobley and Leslie Parrish, and he becomes involved in a considerable romantic hassle as a result. In addition to starring, Jerry Lewis produced and directed "Three On a Couch," in Columbiacolor.

Miss Golan is not a man-hater in real life. If anything, she has a considerable trust and faith in people. "Why shouldn't I be trusting?" she asks. "Haven't people been good to me?"

Her first memory is a kaleidoscope of an air raid, a bomb shelter, a wide street at night in —she has been told—Krakow,

Poland. She is hungry, crying, perhaps two or three years old. A man picks her up and carries her into a house. She was cared-for through the rest of the war.

Years later and through many trials and tribulations, too numerous to mention, she became Miss Israeli of 1961 and entered in the Miss World contest in London. On her return to Israel, she was sent to New York to model Israeli fashions and speak at Israeli bond rallies.

Columbia Pictures heard about her and made a screen test, which so impressed studio executives, Gila was flown to Hollywood to read a scene for Kramer and to be given the "Ship of Fools" on the spot.

'First' For Jerry

"Three On a Couch," Columbia Pictures release starring Jerry Lewis and Janet Leigh in Columbiacolor at the Theatre, is the first film the comedian has ever made away from Paramount, in more than 17 years of international stardom. Lewis produced and directed the comedy — his 34th — in addition to acting in it. Co-starred are Mary Ann Mobley, former Miss America; Gila Golan, former Miss Israel and runner-up for the Miss World title; and Leslie Parrish, who first attracted attention as NBC's "color television" girl.



24-SHEET



6-SHEET

1-SHEET



3-SHEET



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See Page 9

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A selection of spot announcements that sell the Jerry Lewis comedy, all open-end for the announcer to add theatre credits. Order them early from your Columbia Exchange.

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Information about telops—style and prices—may be obtained direct from: QQ Title Card Co., 247 West 46th Street, N. Y., N. Y. 10036.

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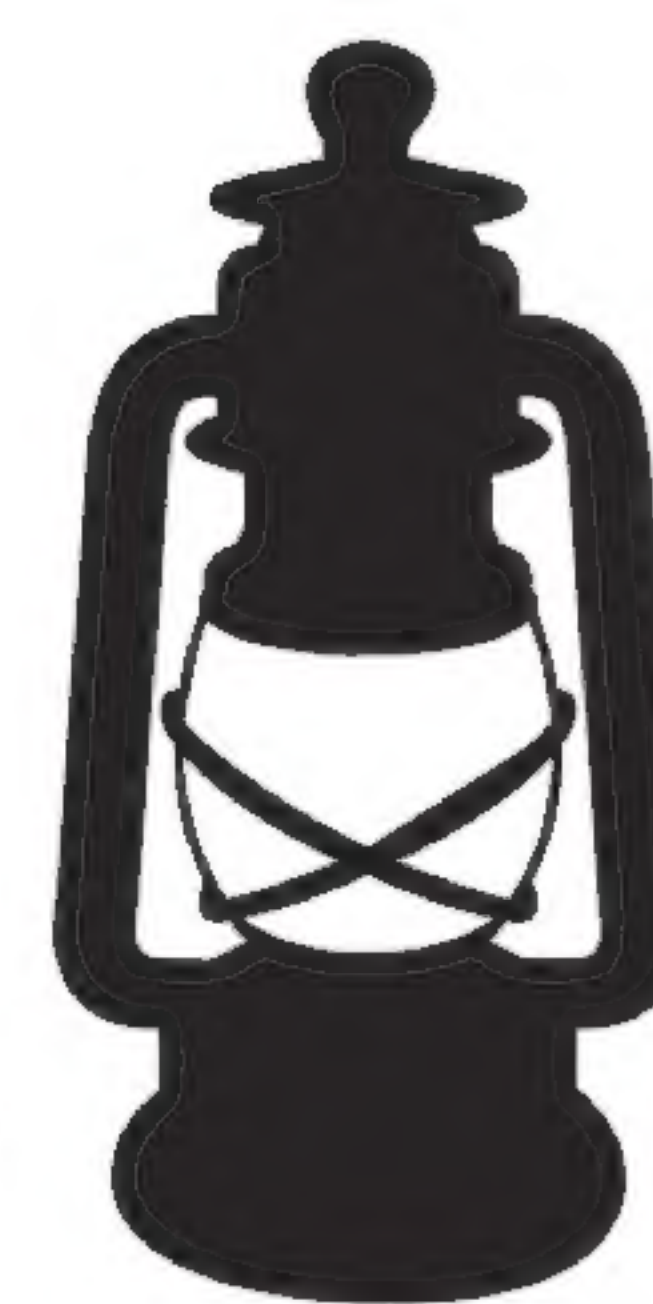


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